

CLEVELAND CAR ON EXHIBITION

Snappy New Car Draws Crowds
at Its Headquarters on
Broadway.

Automobile row had a real thrill on Thursday, when the new Cleveland car, over which there has been so much speculation, arrived on Broadway and kept the large sales force of the Cleveland Automobile Sales Corporation busy explaining its many fine points to hundreds of enthusiasts. This car, which was hurriedly assembled at the factory in Cleveland to keep its appointment with the New York public on Thursday, was driven over the roads from Buffalo to high gear all the way, and averaged better than fifteen miles per gallon of gasoline. In performance, appearance and appointments it exceeds even the expectations of those who had looked for something unusual, knowing it was the product of the men who helped make the Chandler one of the leaders throughout the country.

The Cleveland five passenger touring car has a wheel base of 113 inches and sells for \$1,385 at the factory. At first glance one is instantly impressed with its fine straight lines, its underlining rear springs and its fine hand buffed upholstery. It has the lithic, thoroughbred look of the Chandler—in fact, its close relationship to the larger car goes further than appearance only. The personnel of the Cleveland Motor Car Company is that which helped make the Chandler famous. These men are J. V. Whitbeck, president, formerly chief engineer of the Chandler Motor Car Company; F. C. Chandler, vice president and general manager of the Chandler Company; J. I. Krall, secretary-treasurer, formerly assistant treasurer of the Chandler Motor Car Company; and Samuel Regar, chairman of the board, president of the Chandler Company, and Samuel Regar, chairman of the finance committee and treasurer of the Chandler Company.

It requires only a glance at its specifications and general equipment to see that its parts are standard—its high quality, constitution, and the high assembly for a car of this price. The specifications which follow are worth any man's time to read:

Motor—Six cylinder valve in head type, bore 3 inches, stroke 4½ inches, six cylinders cast in one separate crank case, detachable cylinder head, valve mechanism directly enclosed, three bearing crank shaft of large diameter.

Ignition—Magneto, fed by vacuum tank from 14 gallon tank at rear of chassis. Ignition—Distributor and high tension coil. Bosch magnets optional at extra cost.

Starting and Lighting—Gray & Davis two unit system.

Cooling—By centrifugal pump, cellular radiator and adjustable self oiling belt driven fan.

Transmission—Unit power plant construction with center shaft, three speeds and reverse. Nickel steel gears and shafts. Main shaft mounted on universal joint bearings. Clutch—Disk type. Propeller shaft—Fitted with double universal joints.

Brake—Floating type. Front steel housing; spiral bevel gears; Timken bearings throughout. Chrome Nickel steel axle shafts.

Front Axle—Drop forged I beam, Chrome nickel steel spiral spring, steering arms. Timken bearings in wheels.

Brakes—Ample in also and efficiency. Semi-elliptic front and rear, bronze bushed eyes. Rear springs under-car.

Steering Gear—Worm and sector type, irreversible, fitted with 18 inch walnut wood wheel.

Wheels—Wood. Artillery type. Rims—Frothingham, straight side demountable. Tires—24x2. Non-skid rear. Wheel Base—113 inches.

Top—One man type fitted with door opening curtains and beveled glass rear window.

Body—Body, Cleveland blue, upholstered in hand buffed, bright finished, long grain leather. Hood, fenders and running boards, black enamel. Windows and chassis black.

Positive character is dominant in this car. Strong sturdiness and unusual comfort and roominess are united with marked economy of operation. The faith of dealers all over the country in its value is indicated by the fact that hundreds of the most responsible of them signed up contracts and made cash deposits without seeing the car or knowing its price. They were perfectly willing to trust the known reputation of its makers for giving the utmost for every dollar.

The reception the car has received during the past few days by the New York public indicates the demand there will be for it when deliveries begin.

There are four models—five passenger touring, five passenger sedan, three passenger roadster and four passenger coupe.

The Norfolk Tour.



(This is the seventh of a series of automobile tours to points of geographical and historic interest prepared by the National Touring Bureau of the B. F. Goodrich Rubber Company. Roads charted on the above map are improved highways.)

A motor trip to Norfolk, Newport News and Old Point Comfort, the objective of this week's tour, is teeming with historical legend, unsurpassed natural beauty and present day achievement.

The trip affords the tourist side visits to Baltimore and Washington, which in themselves abound in interesting sights. After entering the great Southland one of the most famous cities along the route to Norfolk is Fredericksburg, Va. In this quaint old city, the scene of some of the fiercest battles of the civil war, is located the famous Stonewall (Confederate) and National cemeteries, the latter having 15,300 graves. Here also may be seen the home of George Washington and John Paul Jones, the Revolutionary hero.

Richmond, the capital of the Confederacy, is undoubtedly worth a day's stopover. Among its many points of civil war fame are the old home of Jefferson Davis and Robert E. Lee and Stonewall Jackson monuments, Washington's headquarters, known as "Stone House," Bell Tower and Washington's monument. Petersburg, located 160 miles north of Norfolk, is famed as the greatest exporting point of manufactured tobacco in the United States.

At Norfolk is located the greatest and most commodious harbor in the United States, the famous Hampton Roads. Approximately twenty-six steamship lines enter this port regularly. In 1902 Hampton Roads was the scene of the celebrated battle between the world's first two ironclads, the Monitor and the Merrimack. It was from this great port also that the American fleet, after being reviewed by President Roosevelt, started on its famous trip around the world, in December, 1907.

At Newport News, located on the north side of Hampton Roads, is the largest shipbuilding plant in the world and the greatest single railway terminal in the world. At Portsmouth, Va., also opposite Norfolk, is located the United States Navy Yard. It covers 213 acres and has three large dry docks, a plant for the construction of steel vessels, a naval magazine and the largest United States naval training station.

Old Point Comfort truly lives up to its name. It is one of the most famous resorts on the Atlantic coast. Here is located Fort Monroe, the largest and best known fortification in America. It covers eighty acres of ground and represents a cost of more than \$50,000,000. It is garrisoned by the largest artillery force in the United States. There are daily drills to which visitors are admitted. The interior of the fortress contains, among other things, a museum where trophies, relics of the battle of Yorktown and the casement where Jefferson Davis was confined as a prisoner of war. Other nearby summer resorts are Pine Beach, Ocean View, Willoughby Beach and Virginia Beach.

Route maps from New York to Norfolk will be sent free of charge upon request to the Automobile Editor of THE SUN.

DORT COMPANY OPENS BRANCH

F. L. Sanford Is General Manager at 58th Street and Broadway.

One of the most important developments in automotive circles during the last week was the announcement that the new Dort branch, Broadway and Fifty-eighth street, is now open to the public. F. L. Sanford, well known to the New York trade, has been selected as general manager of the new branch. Mr. Sanford was for several years manager of the local Studebaker branch and has had a wealth of experience in marketing motor cars in this territory.

Carrying out the Dort color scheme of blue and gray in the salesroom, a quiet dignity of decoration is at once apparent. This is supplemented with a generous sprinkling of taupe rugs on a field of highly polished floor and a background of palms and ferns that add greatly to the attractiveness of the setting. The Dort showroom is one of the finest in the city.

Announcement comes from the factory at Flint that it is not now and never will be the policy of the Dort Motor Car Company to establish branches, the New York branch being the outgrowth of a peculiar situation which calls for factory representation in New York. From developments during the last few months and particularly with the signing of the peace treaty it is a recognized fact that New York has now become a world trade center. With this in mind the Dort company has opened its new branch and is now prepared to give export customers, dealers and Dort owners every advantage in service and cooperation that would not be possible under any other plan.

Simultaneously with the opening of the new branch is the establishment of a new service and storage depot at Fifty-fourth street and Eleventh avenue. This is a large, modern concrete and brick structure, with 10,000 square feet of floor space and a storage capacity of approximately 200 cars. With the thought in view that this storage space may not take care of the tremendous Dort requirements in the metropolitan and foreign districts, a number of other stations have been established in the vicinity of the main depot.

The personnel of the new organization, both in the sales and service departments under the management of Mr. Sanford, is one which has enjoyed a very wide experience in the industry. The service department is manned by a large corps of expert mechanics, with a manager who has had many years training in the care and maintenance of Dort cars, while the sales force consists of men well known to local motor car enthusiasts.

The new branch the territory to be supplied is the same as that formerly held by the New York distributors, namely, Manhattan, Long Island and portions of Connecticut and New Jersey, together with overseas customers who will make the port of New York their headquarters.

A particularly interesting phase of the selling was brought out recently in a talk with President J. B. Linder of the Globe Rubber Tire Manufacturing Company, New York. Mr. Linder stated that while tires in general were sold on a mileage basis, the mileage guarantee was no indication really as to the ultimate cost per mile to the user. Some tires give a good account of themselves, others do not. He pointed out, for example, that though a Globe fabric tire is sold on an adjustment basis of 8,000 miles, this is no indication of what the Globe actually gives in service. As a matter of fact no mileage at all ought to be specified, for less than one-half of 1 per cent. of the users ever come to the Globe company for adjustment. The mileage mentioned in the guarantee is merely to give the user some satisfaction in knowing that his cost per mile should not be below a certain figure.

Operated under proper conditions as specified by the Globe company, a Globe casing will give two to three times the mileage guaranteed, so many thousands have done and are doing. That is why, President Linder stated, those who buy Globe tires buy tire service instead of a piece of rubber and canvas.

GLOBE'S BIG MILEAGE.
Actually Gives More Service Than Is Guaranteed.

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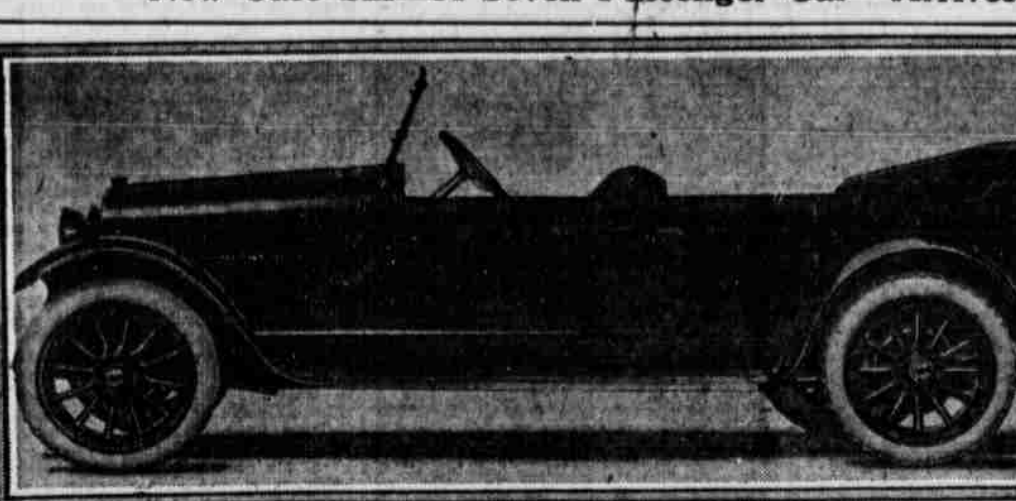
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New Case Six—A Seven Passenger Car—Arrives



The All-American Sales Corporation is showing the new Case Six car at 1836 Broadway. Robert S. Otto is president of this concern and J. J. Johnston, Jr., is general manager. A fine service station is in operation at 12 West Sixty-second street.

The return of the Case Six to Broadway after a short absence following the retirement of the H. A. Sanders Motor Corporation from the automobile business is welcomed by many New Yorkers who always have had a high regard for the product of the Case Threshing Machine Co. of Racine, Wis., one of the largest manufacturers of machinery in the world. The return of Mr. Johnston to the Row is equally welcome, because he made many friends as sales manager for the Sanders organization and gave up a contract for a factory position to represent the car here.

The Case is built in four models: seven passenger touring, special roadster, sport model, selling for \$3,500; four passenger coupe, \$2,850, and seven passenger sedan, \$3,000.

Following are the specifications of the touring model:

Motor—Case Continental Six, 3½x5½ inches. Cylinders in block. Electrical Equipment—Westinghouse, starting and lighting system; separate units of abundant capacity; Willard 115-Amp. hour storage battery; Delco ignition coil and switch. Switch—Delco combination for ignition and lighting on instrument board, key locked. Wiring—Protected by flexible conduit throughout. Carburetor—Rayfield Special. Fuel Feed—Stewart vacuum system; 18 gallon tank in rear; large porcelain dial gasoline gauge. Radiator—Special Case made, pump circulation. Clutch—Borg and Beck, with 10-inch single adjustable dry disc and 10 spline shaft. Transmission—Grant-Loss with S. K. F. double row ball bearings; nickel steel gears and shafts; control levers are extra long and convenient for your right hand. Axle—(Front) Columbia; two Rock roller bearings in each wheel; ball bearing chrome nickel steering knuckles. Axle—(Rear) Columbia; three-quarter floating; ratio 4-11 to 1; Rock bearing throughout, two each in wheels, differential and pinion shafts; helical gears and pinion shaft are nickel steel; drive shafts are 1-7-16 inches diameter chrome vanadium steel and have 10 spline fittings.

Frame—Six inch channel, extra deep section of improved design, special reinforced cross members; frame is designed for full Hotchkiss drive. Chassis Lubrication—Alumite high pressure lubricating system applied at 25 points. No grease cups used. Brakes—Extra large drums, 16x3½ inches; service extra large; emergency internal. Universal spare tire or one wire wheel.

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Stearns-Knight The Sleeve Valve Motor

IMMEDIATE DELIVERIES

F. B. Stearns Company of New York
12 Central Park West
Corner of 61st Street Telephone Columbia 7600

Jim has half sold his old working shoes with pieces of the non-skid tread and body of a Goodrich tire. It is his contention that if these Goodrich tires are guaranteed for 8,000 miles on an automobile weighing two tons or more, there is no telling what mileage he will be able to get out of them with his weight of only 140 pounds. He has figured this mileage all the way from 50,000 to 100,000 miles and is wondering if he is going to live long enough to wear out his shoes.

"And I want to tell you young fellows that these are non-skid in any field," he said. "There is many a hillside on which the other boys can't keep their footing after their soles get shiny. But you ought to see my non-skids hold me up there. They call me 'Old Non-Skid,' but I don't care. They may make me pay more for my food and clothes and other things these days, but they can't put anything over on me when it comes to shoes. I'm sure I'll be buried with these Goodrich non-skids on my feet and they may even help me climbing up the golden stairs."

B. S. B.

Manhattan American Motor Car Co., Inc.
229 West 57th St.—Just Off Broadway

Touring Cars Roadsters \$1765-\$1835

45 Horse-Power 122 in. Wheel Base

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\$102 FOR 42 MILE HAUL.

High Truck Rates in Oil Region Told by Federal Officer.

One hundred and two dollars for a haul of forty-two and one-half miles would be considered a pretty good wage for motor truck drivers here, but it is just an ordinary day's return in the newly opened oil fields of northern Texas, according to L. B. Dudley, advertising manager of the Federal Truck Company, who has just completed an investigation of the truck needs of oil prospectors in that section of the country.

But then the trucks do not do an ordinary day's work. Hauling capacity loads over prairies and plains where the only road is perhaps a trail and where the storms of the Panhandle region add misery to the ordinary discomforts of the trip isn't a job for the driver or truck either, which lacks, of course, it may be worth even the high wage of 2 cents per mile hundred weight, which lucky trucksters of the oil region are getting from the ever eager oil prospector.

While the rates charged by drivers vary somewhat in the different fields, they seldom fall below those given above, and in view of the difficult tasks which must be performed by both the drivers and the trucks it is extremely unlikely that these prices will be lowered.

In addition to the capacity load of the trucks themselves, practically all trucks take trailers also. With these trailers the trucks carry the long oil well casings. Many of these trucks and trailers are now being equipped with collapsible bodies which will be used to haul grain on the return trip, thus adding materially to the profits of the truck driver as well as moving part of the present huge crop of wheat.

HORSES IN CITY IS PASSING.

Figures published by the Sanitary Bureau of the Department of Health of New York city show that from March, 1917, to March, 1918, there was a decrease of 2,684 occupied stables in the city, with a decrease of number of horses in the greater city as the census in March,